

EXECUTIVE SUMMARY & RECOMMENDATIONS

After analyzing the IMDB dataset we can draw some points based on the listed insights:

- ❖ A total of 1059 movies were produced in the year 2017 in 'Drama' genre. Therefore, RSVP Movies should focus on 'Drama' genre for their next project.
- ❖ Approximately, the future project could have an average duration of 107 mins.
- ❖ Based on average ratings, we can predict that Kirket (Ranked 1st) or Love in Kilnerry (Ranked 1st).
- ❖ From the dataset, we can predict that Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd) or both could be their next project's production company.
- ❖ Due to higher average rating, James Mangold can be hired as the director for their next project.
- ❖ Based on the median rating, Mammootty (Ranked 1st) or Mohanlal (Ranked 2nd) can be hired as the Actor for their next project.
- ❖ As a global partner, Marvel Studios (Ranked 1st), Twentieth Century Fox (Ranked 2nd) or Warner Bros. can be chosen as the number of votes received is comparatively higher than other production houses.
- ❖ Star cinemas & Twentieth Century Fox are top production houses who produces multilingual movies.
- ❖ Parvathy Thiruvothu and Susan Brown are top 3 actress with high ratings so, RSVP movies should approach them for their next movies.